

Abstract

eMediaCarts are interactive, portable shopping carts, which allow for e-commerce purchasing directly from personal computers, CDs, DVDs, interactive TV systems, or other stand alone or web connected media devices. eMediaCarts can include or access, dynamic databases reproducing functionalities and capabilities of dynamic server web sites, without needing to connect to a server, and can contain the same content as printed versions of catalogs by converting or exporting digital files from print design programs such as Adobe InDesign, Pagemaker, Quark Xpress, Canvas, Freehand et al. to any digital format or document that will support the BuyObjects, such as HTML, Adobe Acrobat, Flash, SVG (Scalable Vector Format), Quicktime, MPEG, PowerPoint, and other documents which can contain interactive URLs including remote server videos (which can be delivered as locally stored portable videos alleviating the concerns of Internet access and security and slowness of inadequate bandwidths). eMediaCarts transform and provide the ability for static data and data received from remote servers to become portable, interactive, purchasing media. eMediaCarts usages include direct mail using file formats such as: HTML, DHTML, XML, PDF, PowerPoint, Word, MPEG and other portable file formats, which can be used within or attached to email or instant messages.